

NATIONAL TOURISM POLICIES AND UNIVERSAL ACCESSIBILITY IN PORTUGAL

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Key Figures

Portugal's International Tourism Ranking

11 in the EU 27

Travel & Tourism Competitiveness Index (2013)

20 in the World

Travel & Tourism Competitiveness Index (2013)

26 – Tourism Receipts

World Tourism Organization

2013: one of the best years ever!

14,4 mn (+42%)

Guests in Hotels

41,7 mn (+5,2%)

Overnights in Hotels

9,2 bn€ (+7,5%)

Tourism Receipts

International Recognition



“Great food, historic cities, rugged coastline and stunning countryside all done with great charm”
(ABTA , 2014)



Best Golf Destination
(World Travel Awards, 2013)



2 Hotels in TOP 25 Hotels in Europe
(Travellers Choice, 2013)



Lisbon’s coolest city
(CNN, 2014)



“Nazaré is ideal for breaking surfing records”
(The Guardian , 2013)



Best Destination to Travel
(Condé Nast Traveller, 2013)



Algarve: Best Golf Destination
(IAGTO, 2014)



Porto : Top Destination
(European Best Destination, 2014)

Accessible Tourism in Portugal

How important is it for Portugal to become a destination accessible to all?

- **Social Responsibility**
- **Distinguishes the offer** among customers
- **Opens up new demand segments/business opportunities**

But most of all...

- **Adds value to the country's positioning as a tourist destination** – hospitality and warm welcoming are major values for Portugal

Accessible Tourism in Portugal

The **National Tourism Strategy** establishes an Action Plan to **make Portugal a destination accessible to all.**

Strategic guide lines:

- **Foster the creation of conditions to receive tourists with special needs in tourist services** [accommodation, tourist entertainment, restaurants]
- **Foster the implementation of integrated programs for accessible tourist destinations** [cultural and leisure facilities, beaches, transport, public areas]
- **Develop training and awareness-raising actions** among tourist and public agents and entities
- **Assure information in the promotional communication** of the destinations about accessibility of tourist infrastructures and services

Accessible Tourism in Portugal

Main methods to implement:

- **Institutional partnerships** between several public departments and private associations
- **Networking between private tourism agents** enabling new service offers
- **Production of technical tools** to facilitate qualification of tourism players
- **Dissemination of best practices** in the national and international level

Hospitality Industry

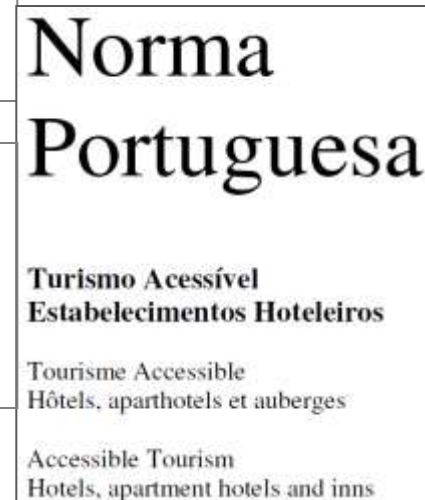
▪ **Specific legislation on accessibility** applicable to all kind of public use facilities spaces (2006)

▪ **Best Practice Guide for Accessibility in the Hotel Sector:** Digital guide with technical information and recommendations for professionals to provide services to customers with special needs

Promoted by Turismo de Portugal, in partnership with the hospitality industry, 2012

▪ **Portuguese Quality Standard on Accessibility in Hotels:** Covers all the requirements for an accessible tourist service in hotels

Promoted by Instituto Português da Qualidade, 2014



Active Tourism

▪ Best Practice Guide for Accessibility in Active Tourism

Digital guide with technical information for tourist companies to adapt the services to people with specific needs - walks, golf, surfing, sailing, diving, tandem jump, etc.

Content, by type of disability:

Necessary requirements for each activity/support products/recommendations

Involvement of the Portuguese Association of Active tourism companies

Promoted by Turismo de Portugal, in partnership with the Portuguese Federation of Sport for the Disabled, 2014



Public Spaces

■ Accessible Beach Project – “Beach for All”

Program to provide the bathing areas with enabling conditions for universal use. Applications are submitted by municipalities.

In 2014, 194 beaches received this award (35% of the portuguese classified bathing areas).

Partnership between National Rehabilitation Institut, Portuguese Environment Agency and Turismo de Portugal (since 2005)



Cultural Facilities

- **“Heritage, Accessibility and Inclusion” Project:** Training program for managers of cultural facilities in order to adapt the cultural offer to visitors with specific needs.

Examples of topics covered: Writing in simple language. Multi-sensory communication. Audio description. Sign language. Subtitles for the Deaf. Pictographic language. Accessible internet. Accessible tourism as an opportunity.



Promoted by Direção-Geral do Património Cultural /
General-Directorate for Cultural Heritage

Accessible Tourism Training

Training Package “**Inclusive Tourism – hospitality skills to receive and entertain people with special needs**” included in the National Qualifications Framework .

The training courses are oriented to students and professionals and are held in the Tourism Schools managed by Turismo de Portugal and in the companies.

Partnership: *Perfil* enterprise and Turismo de Portugal



Accessible Tourism Awareness

- **Awareness-raising sessions** with stakeholders to:
 - Spread the business opportunities
 - Share the existing technical tools
 - Share implemented cases of best practices
 - Provide networking
- **Framework Agreement with ENAT:** sharing technical information, disclosure of portuguese best practices, cooperation in international events (November, 2014)



Challenges

- **Continue raising awareness and training** of public and private players, in order to create an accessible tourist offer
- **Increase projects for destinations** integrating all the accessible services
- **Promote the accessible tourist offer** and build the destination's **recognition** among customers and international tour operators
- **Capture and monitor the demand flows** and their economic impact



THANK YOU

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